Dr. Pepper Marion Virginia

(*Continued from page* 15)

THE front entrance, featuring an interesting terrazzo "10 - 2 - 4" clock set in concrete, opens into the general office. To the left, behind a huge glass window, is the spotless white bottling room with terrazzo floor. On the right, at the corner of the building marked by a curving wall of handsome glass brick, is the beautiful private office space.

The rear main floor space is occupied by the 65 by 100 foot storage and loading room, so arranged that 10 trucks can be loaded or unloaded simultaneously on loading platforms which will accommodate as much as 20 minimum freight cars of beverages at one time.

The Chemist's Page

Selected and Edited by A. H. Warth, Sc. D.

Synthetic Rubber Tires:

HERE are two questions, both of which few people can answer. When and where was the first synthetic rubber tire exhibited in the United States? Where and when was the first synthetic rubber tire made in the United States exhibited? The latter is the simpler question to answer, since the answer has appeared in recent press advertisements of the B. F. Goodrich Co.

The first artificial tire exhibited in the United States was at the time of the Eighth International Congress of Applied Chemistry, and it was shown in a lecture hall of the College of the City of New York on Monday, September the ninth, 1912. The first synthetic tire made in the United States was publicly shown at Akron, Ohio on Wednesday, June the fifth, 1940. In other words it took the United States nearly twenty-eight years to place on the market real synthetic rubber tires, probably because we were all quite content in using tires made of natural rubber.

THE first synthetic tire ever made was known as the Elberfelder tire, since it was made at Elberfeld, Germany, and exhibited in this country by a Dr. Carl Duisberg who was the manager of the factory there. The fundamental research in making synthetic rubber did not originate in Germany. It originated in France and in England, and was also aided by the famous Russian chemist, Ostramolensky. The finishing touches to the research was only accomplished by laborious laboratory work of a team of fifteen chemists led by a Dr. Fritz Hofmann at Elberfeld, who in 1909 had learned that by heating a chemical known as isoprene for eight days at a temperature of 120 to 200 degrees Centigrade, that rubber could be formed. By using what is known as a catlyst, Hofmann found a still better rubber could be gotten by employing a lower temperature, about 100 degrees Centigrade, which is the temperature of boiling water. The isoprene was derived from paracresol, a common coal tar intermediate imported from England, which had been previously prepared by the great English chemist, Sir William Henry Perkin, the father of industrial chemistry in England.

THE writer attended the Eighth International Congress of Applied Chemistry, and was fortunate in seeing the very first synthetic rubber tire. It was a full size one and is said to have been the spare to a set of five that had been made for the imperial automobile of Kaiser Wilhelm II. At the very close of his lecture Duisberg brought forth the tire, bounced and rolled it, and his audience of international scientists and industrialists went wild with applause.

THE discussion afterwards was led by Professor Leon Lindet of Paris, and the well known Boston Chemist, the late Dr. Arthur D. Little. Little always had remarkable foresight in leading America on its industrial chemical development, for America was after all only an infant, learning always and achieving slowly as far as Chemistry was concerned. Said Little at this early date, thirty years ago: "We have in this country the capital, the enterprise, and I fully believe, the chemistry as well, required for equally great industrial achievements. That we cannot thus far point to them is due to the fact that with us chemistry is often left like Cinderella sitting beside the ashes of the laboratory furnace, while her two haughty sisters drive away together to the industrial ball. But some day, not far distant, her prince will come and lead her forth to take her proper place before the world ———. He will be wise in that chemistry which deals with men as well as learned in the chemistry which deals with things. He will be a Doctor of Chemical Organization and we must not be surprised if his degree reads C.O.D." Little had the faculty of introducing a pun in his most serious thoughts.

WILLIAM Henry Perkin, Professor of the University at Manchester, England, son of great Sir William Henry Perkin, attended the lecture. He politely reminded Duisberg that Germany, to make artificial rubber on a large scale would need to depend upon England for a source of its raw materials. This lead to a heated discussion between Duisberg and Perkin, that almost reached the stage of World War I. Later, in the evening, it is said these scientists very nearly came to blows at the Chemists Club, New York, and had to be separated.

ARTIFICIAL rubber made in Germany for World War II is not produced from isoprene that is dependent upon its manufacture from the coal tar intermediate. It is produced directly from brown coal. The brown coal is possibly converted into acetylene by means of an electrical carbon arc utilizing hydrogen produced by electrolysing water, although current scientific publications refer to the source as calcium carbide produced in the electro-furnace by the fusion of brown coal, limestone and salt. The carbide is reacted upon by water to produce acetylene gas, which in turn can be converted into a vinyl compound similar to isoprene. In 1939 Germany is reported to have produced 65,000 tons of rubber, but it had also purchased in the market 60,000 tons of natural rubber.

THE artificial tires produced at Akron, Ohio, are of Ameripol, and the service tests with these tires have been astonishingly good, as reported by many industrial concerns using them in transportation of merchandise.

OUR principal source of rubber was cut off by the Japanese invasion of Malaya and the Dutch East Indies, and we are now delving deeply into using reclaimed rubber and synthetics, particularly in view of the fact that we do not want to use up too much of the natural rubber in the stock pile. There are many synthetic rubbers, although not all are suited for tires or for mechanical use. Much has been said about the Buna S type of rubber, which is a polymer of a combination of butadiene and styrene. Both of these chemicals are obtainable from petroleum raw materials. Buna S differs from the Ameripol previously referred to as the Akron product.

ALTHOUGH Neoprene is a synthetic, I would regard it simply as an elastomer, rather than an imitation of natural rubber. "Truck tires with Neoprene as the only rubber-like ingredient have been in experimental use as long as eight years," according to the Industrial Bulletin, which says that is "a remarkable accomplishment for a new type of substance. At present the production of Neoprene is limited by the electrical power needed for preparation of its components, acetylene and chlorine." However, it is not unlikely that acetylene will be soon produced from petroleum, in which the "annual requirements of perhaps 600,000 tons of butadiene, butene, styrene, etc., for rubber ingredients can be absorbed as a minor item" says the April number of the Industrial Bulletin. Experience with synthetics in inner tubes is apparently still limited. The whole rubber situation is irksome and it will continue to look serious in the next few months.

UNDOUBTEDLY American chemists will fully measure up to their responsibilities if given a free hand, and work out the many problems connected therewith, with the net result that we will enter a period where there will be ample rubber to take care of war needs and a reasonable amount of civilian needs as well.

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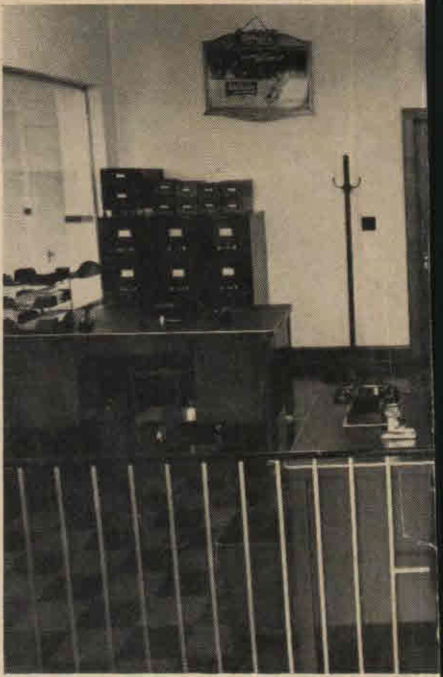
● Marion's new Dr. Pepper Plant, home of Dr. Pepper Bottling Company and Southwest Distributing Company. John O. Crockett of Marion was both architect and builder of the new Dr. Pepper Bottling Plant.



● This is the general office of the new Dr. Pep
see as they en

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Dr. Pepper

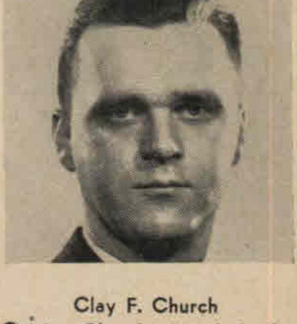
Official opening of $40,000 Beverage

CLIMAXING five years of phenomenal growth—Dr. Pepper Bottling Company of Marion opened its new $40,000 home on Lee highway at the west end of Marion with an all day celebration to which the public was invited.

FIVE years ago Dr. Pepper Bottling Company opened a modest plant in the Gwyn building on the lower rialto in Marion with two employees and one truck.

Today, in a building which has been called "the outstanding bottling plant of Virginia," it employs twenty-three men and women. 10 trucks are used to distribute Dr. Pepper and Budweiser, the latter being handled by an associated company—Southwest Distributing Company

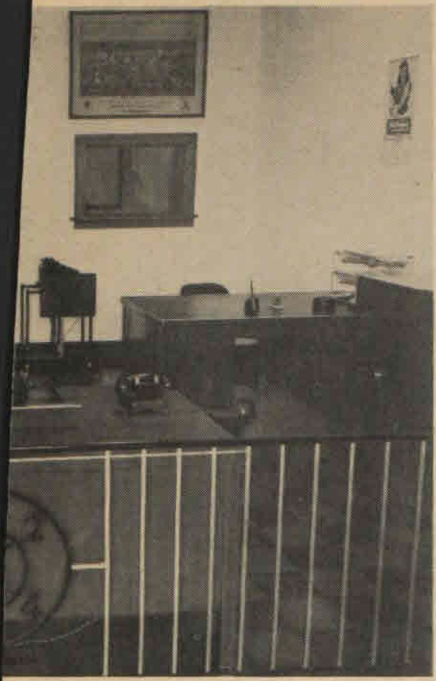
● Plant and sales employees, with Marvin Groseclose, plant manager, kneeling in foreground. First row, left to right are: Lenroy Gillenwater, Willard Goodpasture, Carl Plummer, W. H. Henritze, Dean Coffey, Paul Hash, Burchell Cornett; second row: William Caudill, Carl Stoots, Charles Leslie, Zeb Severt, Charles Summit, Howard Hall; third row: Cloyd Hughes, Roger Woody, Charles Stoots, Willie Severt. Missing from photo is Mrs. J. L. Spurgeon of the office staff.



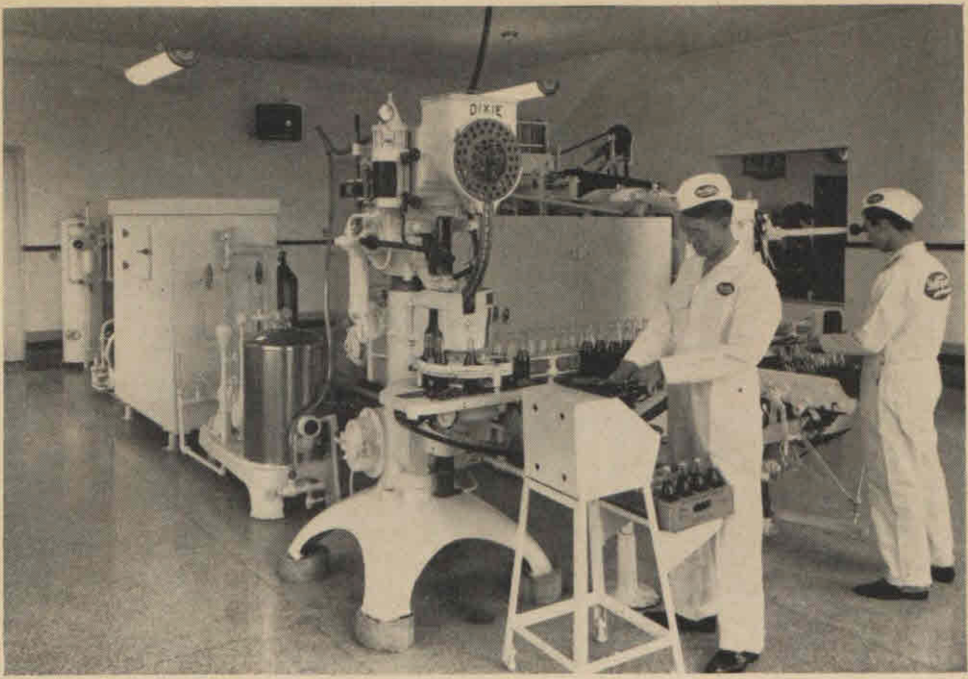
Clay F. Church

● Mr. Church founded the Dr. Pepper Company of Marion in 1937 in association with Mr. Forester. His hobby is flying.

Dr. Pepper



ng Company plant, first room that visitors ew building.



● Heart of any bottling plant is its bottling room. Here Bill Goodpasture at left, is carefully inspecting finished bottles of Dr. Pepper as they come from the Dixie filling and capping machine and Charles Summit, right is feeding bottles into the big bottle washing and sterilizing machine.

Marion, Va.

arked by nation-wide radio broadcast.

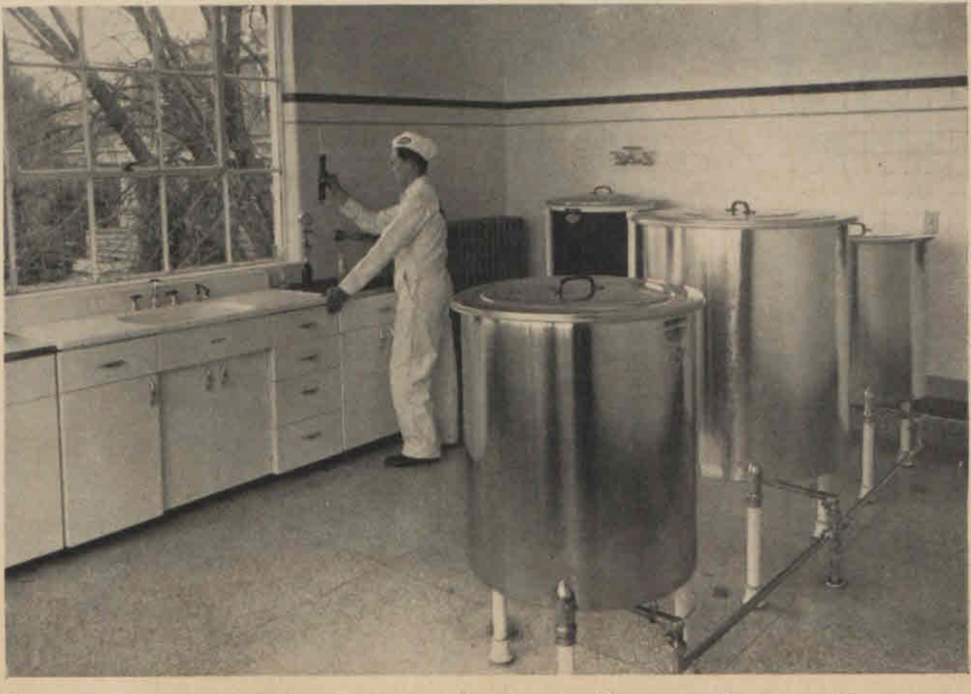
—over a wide area in Southwest Virginia.

EFFICIENCY and beauty have been combined to a rare degree in the new plant.

The building, of brick, concrete and steel fireproof construction, measures 65 by 135 over all on the main floor. Below is a 30 by 35 foot basement containing storage space, heating plant, huge coal bin and refrigerated storage room. Above the main floor is the 30 by 35 foot second floor space, divided between the mixing room—from which syrup mixes are delivered to the bottling machine by gravity—and a large conference room for sales meetings. This room is also available to the public on request for committee meetings, etc. (*Continued on page* 39)

N. S. Forester, Jr.

● He is a director and a former vice-president of the Chamber of Commerce of Marion, Inc., and a member of the Kiwanis Club and the Marion Country Club. Mr. Forester directs the Forester Beverage Company at North Wilkesboro, N. C., which distributes Budweiser and Pepsi-Cola and which manufactures ice cream.



● Care and extreme regard for cleanliness and sanitary conditions mark the syrup mixing room on the second floor. Here Howard Hall is making sure the mix is exactly according to the formula which has made Dr. Pepper a popular beverage for 50 years.

The Selling Parade

By Charles B. Roth

Why Do People Really Buy?

IF you have the temerity some time to ask one of your customers, after the sale's made, the money paid, why he really bought your goods, it might amaze you. Or it might not. The customer might not know why he bought. He might say it was because he needed the goods, or give you some other obvious reason.

But behind the obvious reason there usually lies the real reason, and a man who wants to master salesmanship, become more successful with all his contacts, would do well to spend some time each day thinking about the reasons behind the reason.

In one of his books, Dr. Donald Laird discusses this matter very intelligently, as is his wont. In selling, says he, it is fundamental that you get to the prompting behind the reason—the real drive which makes the customer say yes.

Take the case of a woman buying a vacuum cleaner. The reason she gives for buying it is that it will enable her to keep a cleaner house. Behind that reason lies another, says Dr. Laird, the real reason. The real reason the woman bought that cleaner was that it will save her time and thus enable her to spend more time with her women friends.

He mentions also the man who bought a rowing machine. He says it's to keep himself in health and condition, but actually the thing he's interested in is in keeping himself attractive to women.

You will find the practice of thinking in terms of real reasons amusing and more—it will be one of the most profitable studies you even undertook, for it will increase your sales.

"You're the Doctor"

HE didn't seem to have the qualities of big time salesmanship, for he was modest, and retiring, and not aggressive enough, I thought. But there was his record—in an organization of 2,000 men he was head and shoulders above all the rest.

But when I talked to him about his selling philosophy, I discovered that he had all the elements of selling greatness, and that his success was no accident. He was a master salesman.

While he told me many interesting things he had discovered and practiced in his selling work, I think the thing that impressed me most was his bland philosophy of accepting turndowns. Where many salesmen "get up on their hind legs" and fight when the prospect says he's not going to buy, this salesman never does. He practices a more subtle way to handle the situation, more subtle and more powerful at the same time.

His favorite expression is: "You're the doctor."

The prospect would say he wasn't going to buy. "You're the doctor," would come the response.

But that was only the first step. Next he would show the prospect that the prospect wasn't the doctor after all, but the patient, for he would then introduce the goods in a way that got the prospect's attention.

The selling device he uses so effectively is known as *The Balk*—you start to do something and then do something entirely different. In his case, he started agreeing that the prospect was the doctor, even started to leave—then got back on the track and made the sale.

He Couldn't Take Advice

I MET a brilliant young salesman on the street, a man I had known for several years, a man who was well connected with an aggressive firm. He told me he was out of a job, and gave me a specious reason for it which didn't satisfy me.

A few days later I met the man's boss.

"I see Warnall has left you," I observed.

"He has. I'm sorry about it, too. He seemed to have excellent possibilities."

"He got a better job?"

"We had to let him go. I don't mind telling you why. He couldn't take advice. He wasn't exactly bull-headed, but he refused to learn from anyone. He went on making the same mistakes day after day, doing the same things wrong, and ignoring our suggestions about how he could improve. So there was only one thing to do—and we did it."

On the other side of the picture is an elderly gentleman I have known for years as the best salesman of his company, as one of the first half dozen men of the United States in his industry.

I have never known a man to be so receptive to advice as he. He not only accepts it when proffered, but goes out of his way to ask for advice. He asks his customers about certain things. He asks his friends. He carries the most open mind I have ever known—and earns $30,000 a year.

There may be some relationship between his open mind and his income. I don't know. But I think it is worth studying about at any rate.

How to Pick a Salesman

THOUSANDS of dollars have been spent on systems of rating the sales qualifications of men, but sales executives to this very day admit that there is no sure-fire method of knowing when you hire a man that he has the making of a good salesman.

One executive I know, however, says that he has that all worked out to his satisfaction. He vows his system has never yet let him down.

He studies the applicant's eyes!

"What have his eyes to do with his ability as a salesman?" I wanted to know.

"Practically everything."

(*Continued on page* 40)

Del, Pepper